

closed ended

aware of generics/no fills    / / / / / (20)      80%

Tried generics/no fills    / / /      (5)                  20%

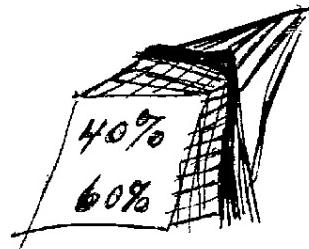
bought generics/no fills /      (1)                  4%

unaware    / /      (5)                  20%

open ended

aware of lower price cigarettes    / / / / (10)

not aware    / / / / (5)



majority do not know the price difference

2045777591